



FOCUS

MAGAZINES

MAKE AN IMPACT

01873 856614
hello@thefocus.wales
www.thefocus.wales

AFFORDABLE ADVERTISING

Successfully advertise your business without spending a fortune

LONG SHELF LIFE

With content that readers want to keep, such as articles, walks, events listings and contact information, your advert will be seen for longer

YOU'RE IN GREAT COMPANY

The Focus is a long established, popular local brand. Our magazines are professionally produced to look great, and so will your advert

EXCELLENT CUSTOMER SERVICE

From a friendly local, family business

COMPREHENSIVE DISTRIBUTION

Our magazines are free and posted through every single letterbox in our delivery areas. No need for readers to leave the house; your advert comes to them! This means fantastic coverage and visibility for your business

FULL PAGE

WHITE BORDERED:

134(w) x 180(h) mm
300dpi

EDGE TO EDGE:

148(w) x 210(h) mm (A5) with 3mm bleed, 7mm inside margin.
300dpi

EIGHTH PAGE ADVERT

65(w) x 46(h) mm
300dpi

QUARTER PAGE ADVERT

65(w) x 95(h) mm
300dpi

HALF PAGE ADVERT

134(w) x 95(h) mm
300dpi

NO ARTWORK? NO PROBLEM!

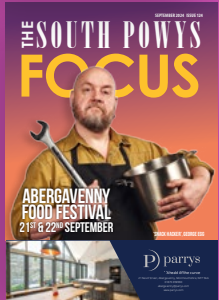
If you need the artwork for your advert created, we can do that for you for free. If you'd like to use our Complimentary Design Service, all we need from you is the following: the text you'd like to appear on the advert (including contact details, facebook address etc.), any logos, graphics or images to be included and your colour and/or font preferences. Send this to us by email before the copy deadline and we'll create your advert for you and send you a proof before going to press. Don't worry if you don't have all the necessary font choices and logos worked out – give us as much information as you can and we'll guide you through the rest!

T: 01873 856614
E: HELLO@THEFOCUS.WALES
W: THEFOCUS.WALES
 THE FOCUS MAGAZINE

ABOUT OUR MAGAZINES



The *Abergavenny Focus* is a handy A5 sized, full colour magazine delivered every month, solus (without any other publications, leaflets or other printed material) door-to-door to 7,500 homes and businesses in Abergavenny, Llanellen, Llanfoist, Govilon and Gilwern. An additional 500 copies are available at local pick-up points.



The *South Powys Focus* is a handy A5 sized, full colour magazine delivered every month, solus door-to-door to 5,000 homes and businesses in Brecon, Crickhowell, Llangattock, and Talgarth. An additional 1,000 copies are available at local pick-up points in the smaller villages of the area.

HOW MUCH DOES IT COST PER MONTH?

STANDARD PAGES

	STANDARD	BLOCK	MEMBERS
FULL PAGE	£190	£158	£143
HALF PAGE	£115	£93	£82
QUARTER PAGE	£71	£55	£46
EIGHTH PAGE	£44	£33	£29

PREMIUM PAGES

FRONT COVER BANNER	£165
BACK COVER	£220
PAGES 2, 3 OR INSIDE BACK COVER	£209
DOUBLE CENTRE PAGES	£407

Please call us to check availability of our premium pages

POSITION GUARANTEE You can book a specific standard page or page position, (such as right hand side) for £26. (NB. Not all pages can be booked in this manner - get in touch to find out more).

BOOK BOTH MAGAZINES AND GET 10% OFF EVERYTHING!

CHOOSE YOUR RATE

STANDARD

For one off and ad hoc bookings.

BLOCK BOOKING

Book for 3 or more editions and get a great discount.

MEMBERS

Join the Focus Members, and not only do you get our very best rates, but you get extra benefits - enquire to find out more. Membership is for a minimum of 6 months, with 30 days cancellation notice thereafter.

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THE SMALL PRINT

All rates are subject to 20% VAT. **Cancellations:** Early termination of a subscription will incur a fee not less than the difference between the discounted rate charged to date and the Standard Rate. Additional administration fees may also be payable. Pre-booked adverts must be cancelled 30 days prior to the insertion date. Rates subject to change.

MORE MARKETING

BUSINESS BOOSTER

When you want to make a big impression, our Business Booster will deliver. The booster is an integrated print, online and social media promotional campaign and can be booked as an add-on for any advert booking you have with us. It comprises:

PRINTED EDITORIAL

This gives you a chance to tell the readers all about your business, what's great about it, and why they should use it. It's a good idea to make this personal, writing from your perspective and perhaps with a photo of yourself, and/or your team. We find that our readers respond well to personal stories, and to putting a face to a business. Your editorial will be a half page - that's about 300-350 words.

ONLINE EDITORIAL

Your editorial will be featured on our website.

SOCIAL MEDIA SHOUT OUTS

The Focus Magazine will post 2 shout-outs on social media, telling our followers about your business. The first will be to share your online editorial. The second will be written from our perspective, and will have a more personal style.

WEBSITE ADVERTISING

Your advert will feature on our website: *thefocus.wales* during the month of your booking. This can be hyperlinked to your website, your Facebook page, your email address, or any other URL of your choice.

We've found that this combined strategy really works for building engagement. You can expect a successful campaign to reach over 10,000 people.

Our Business Booster Campaign costs just:

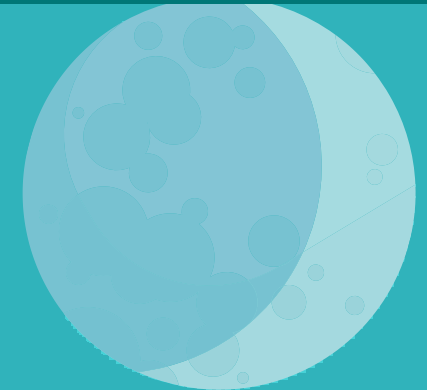
£122

ADVERTORIAL FEATURE

Sometimes you'll want to communicate more information than fits into the regular advert style, but you also need the visual punch of well designed artwork. That's when an advertorial feature is a great choice.

We'll create an eye-catching design using half the space for text and half for graphic layout. The result is a page (or spread) that grabs our readers' attention and communicates your message effectively. To see some recent examples of our Advertorial Features [click here](#).

FULL PAGE £193
DOUBLE PAGE £380



YOUR WEBSITE

We have been building websites for 25 years and have a wealth of experience in both web design and web development. From full scale ecommerce solutions to simple one page sites, we have the breadth of knowledge to solve your web problems. We can update your old site or build you a brand new one.

Our websites are designed to be easy for you, the owner, to use and update - plus we're always on hand to answer your questions and help out if required.

Email Pete; pete@thefocus.wales to arrange a free and friendly consultation.



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